

AMENDMENTS TO THE CLAIMS

Please Add Claims 14-16.

Please cancel Claims 5-13.

Please amend Claims 1-4 as follows.

1 1. (Currently amended) A process for enhancing the viewership of television
2 advertisements in a digital video recorder (DVR) environment, comprising the steps of:
3 designating partitioning the a beginning portion and end portion of each a
4 commercial break in a program segment;
5 wherein each ~~partition~~ portion is of a predetermined length of time; and
6 wherein said beginning portion and end ~~partitions~~ portion are ~~carefully~~ authored to
7 provide a teaser to entice ~~the a~~ viewer to watch ~~multiple~~ commercials during the break.

1 2. (Currently amended) The process of claim 1, wherein said teaser is a set of images
2 or a logos that indicate a commercial relating to a particular advertiser is present.

1 3. (Currently amended) The process of claim 1, wherein said teaser is a menu or short
2 sequence of animations ~~designed to catch the viewer's attention and persuade him to watch~~
3 ~~the commercial break.~~

1 4. (Currently amended) A process for enhancing the viewership of television
2 advertisements in a digital video recorder (DVR) environment, comprising the steps of:
3 designating partitioning the a beginning portion and end portion of a television
4 advertisement;
5 wherein each ~~partition~~ portion is of a predetermined length of time; and

6 wherein said beginning ~~partition~~ portion and said end ~~partition~~ portion contain the
7 more important content designed to get ~~the~~ a desired message across to ~~the~~ a viewer in the
8 predetermined length of time.

5 - 13. (Canceled)

1 14. (New) The process of claim 3, wherein if said teaser is a menu then the viewer is
2 allowed to skip forward past the menu or select a particular item via the menu.

1 15. (New) The process of claim 1, wherein the DVR pauses after displaying said teaser.

1 16. (New) A process for enhancing the viewership of television advertisements in a
2 digital video recorder (DVR) environment, comprising:

3 designating a beginning portion of a commercial break in a program segment;

4 wherein the beginning portion is of a predetermined length of time;

5 wherein said beginning portion is authored to display a menu to a viewer;

6 wherein the DVR pauses after displaying the menu; and

7 wherein the viewer is allowed to skip forward past the menu or select a particular
8 item via the menu.